

Message Text

UNCLASSIFIED

PAGE 01 NAIROB 06251 220010Z
ACTION AF-10

INFO OCT-01 ARA-14 EUR-12 EA-12 ISO-00 EB-08 /057 W
-----005889 230201Z /65

R 210807Z APR 78
FM AMEMBASSY NAIROBI
TO USDOC WASHDC
INFO SECSTATE WASHDC 6929
AMCONSUL SAO PAULO
AMEMBASSY CARACAS
AMEMBASSY TAIPEI
AMEMBASSY TOKYO
AMCONSUL JOHANNESBURG
AMEMBASSY LONDON
AMEMBASSY PARIS

UNCLAS NAIROBI 6251

E.O. 11652: N/A
TAGS: BEXP,KE
SUBJ: VSMF REPORT - 2ND QUARTER FY 1978

REF: 77 STATE A-4496

1. NAIROBI'S INITIAL REPORT FOLLOWS.

2. STATISTICAL. TOTAL USERS - APPROXIMATELY 175.
APPROXIMATE NUMBER OF PRINTS - 250. TYPES OF USERS
(PERCENT): FOREIGN BUSINESS (60), FOREIGN SERVICE (20),
HOST GOVERNMENT (15), OTHER (5). PROCUDUCT CATEGORIES
SEARCHED (SIC): 2819, 2821, 3351, 3423, 3582, 3612, 3621,
3629, 3713, 3751, 3811, 3841, 3931. FILE USAGE (PERCENT),
DESIGN ENGINEERING (50), DOCUMENTATION (20), BUILDING
PRODUCTS (10), PLANT ENGINEERING (20).

3. PROMOTION. (A) VSMF RECEIVED TWO-PAGE FEATURE
IN JAN/FEB COMMERCIAL NEWSLETTER AND IS MENTIONED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 NAIROB 06251 220010Z

AMONG OTHER SERVICES IN EACH ISSUE. (B) DIRECT
MAILINGS THROUGH ORGANIZATIONS (NUMBER) - KENYA
ASSOCIATION OF MANUFACTURER (450), NAIROBI CHAPTER,
KENYA NATIONAL CHAMBER OF COMMERCE AND INDUSTRY (800),
ARCHITECTURAL ASSOCIATION OF KENYA (EST. 200). VSMF
PROMOTIONAL BROCHURE IS REGULARLY INCLUDED IN LOCAL
BUSINESS CORRESPONDENCE (WTDRS, TRADE INQUIRIES, ETC.).

EMBASSY MAILED 370 NOTICES OF IHS DEMONSTRATION. (C) VSMF WAS USED OFF-SITE ON THREE OCCASIONS: MEETINGS OF ARCHITECTURAL ASSOCIATION AND CHAMBER OF COMMERCE, AND DURING 3 DAY IHS DEMONSTRATION. (D) ARTICLES ON VSMF HAVE APPEARED IN THE STANDARD (DAILY NEWSPAPER), THE NAIROBI TIMES (WEEKLY NEWSPAPER), AND TRADE AND INDUSTRY (MONTHLY MAGAZINE). OTHER: VSMF IS FEATURED IN CURRENT COMMERCIAL OFFICE WINDOW DISPLAY. SYSTEM WAS INTRODUCED TO REGIONAL COMMERCIAL OFFICERS AT AFRICA CONFERENCE IN FEBRUARY (E) IHS REP'S VISITED POST DURING DEC., FEB. AND MAR. MAR. 20-22 IHS, WITH EMBASSY SUPPORT, HELD DEMONSTRATION AT HOTEL INTER-CONTINENTAL. IHS HOSTED AND PAID COSTS (ABOUT 912 DOLLARS). EMBASSY COMPILED INVITATIONS LIST, ARRANGED PRINTING AND PUBLICITY, MAILED BROCHURES, PARTICIPATED IN DEMONSTRATION, AND OTHERWISE FACILITATED. EVENT WAS SUCCESSFUL IN FURTHER EXPOSING VSMF TO SELECT AUDIENCE AND RESULTED IN QUALITY SALES LEADS FOR IHS 55 OF 370 INVITEES ATTENDED. VISITORS FROM SEVERAL GOVERNMENT MINISTRIES, THE BUSINESS COMMUNITY AND ACADEMIC INSTITUTIONS, WERE HIGHLY IMPRESSED WITH VSMF'S CAPABILITIES.

4. SYSTEM EVALUATION. VSMF HAS NOT YET BEEN USED WITH A FORMAL TRADE PROMOTION EVENT, BUT HAS PROVED ITS UTILITY IN ROUTINE ACTIVITIES, SUCH AS ANSWERING TRADE INQUIRIES. THE NECESSARY PROMOTION IMPOSED ADDITIONAL UNCLASSIFIED

UNCLASSIFIED

PAGE 03 NAIROB 06251 220010Z

WORKLOAD, BUT IN NORMAL USAGE IT GREATLY ENHANCED THE QUALITY OF SERVICE WITHOUT SIGNIFICANT ADDITIONAL BURDEN. EMBASSY CONCURS WITH DEFICIENCIES NOTED EARLIER (LACK OF EXPORTING INTEREST FROM FIRMS LISTED, MINIMAL COST INFORMATION, NO INDICATION OF AGENCY RELATIONSHIPS, ETC.) AND LOOKS FORWARD TO NEW EAS. NO MAINTENANCE OR SERVICE PROBLEMS WERE INCURRED. FILE UPDATING IS TIMELY, ALTHOUGH PORTIONS OF FILES WERE OCCASIONALLY OMITTED, ESPECIALLY DESIGN ENGINEERING. MENTION TO IHS REPS IMPROVED SERVICE. IHS TRAINING AND MAINTENANCE SUPPORT HAS BEEN EXCELLENT.

5. USER COMMENT/RESULTS. SEARCH SUCCESS HAS VARIED WIDELY, BUT USERS UNIFORMLY PRAISED SYSTEM FOR CURRENCY AND AMOUNT OF INFORMATION. FBO OFFICER ON NEW EMBASSY PROJECT USED VSMF SUCCESSFULLY TO CONFIRM APPROVAL DATA AND INTRODUCE SEVERAL LOCAL ARCHITECTS TO U.S. PRODUCTS AND SPECIFICATIONS.
LE MELLE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978NAIROB06251
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780173-0164
Format: TEL
From: NAIROBI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780431/aaaaazvj.tel
Line Count: 112
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0416efa9-c288-dd11-92da-001cc4696bcc
Office: ACTION AF
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE A-4496
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2892682
Secure: OPEN
Status: NATIVE
Subject: VSMF REPORT - 2ND QUARTER FY 1978
TAGS: BEXP, KE
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/0416efa9-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014